understanding product and industry

product

product life_cycle

value chain analysis

Industry and environment analysis

porter, five forces model

Attractiveness of industry

Experience curve

value creation

market and customer

market

customer

customer behaviour

competitive strategy

competitive landscape

key success factors

Value Chain Analysis

- Examining Activities in Value chain in Order to identify Areas of improvements

→ Value Chain → • Chain of Activities (All the Steps involved)

• That a Business undertake from creating a product to Customer satisfaction

- Value chain Analysis → Improve the Sequence of operation

→ enhancing the efficiency

- Create Competitive Advantage

- 2 Basic Steps → Identifying Separate Activities

→ Assessing the Value added from each

Neeraj arora

Activities

- Primary (5)
- Secondary (Support) (4)

o) Primary

- Inbound Logistics
  - — Receiving, Storing, Distributing Inputs
  - — Material Handling, Stock Control, warehousing, transportation

Operations → Transforming input into final Product

- Machining, Assembly, Packaging Testing

Outbound Logistics →

- Collecting (warehousing)
- Distribution
- Material Handling
- Transportation

Service :- Bringing Customers to the service

Marketing / Sales

→ Means for making Customers Aware About Product.

→ Include — Sales Administration
— Promotion — Advertising
— Selling

→ For Public Services — More Focus on Communication Network.
(Public information campaigns community outreach)

Service → Activities which enhances or Maintains Value of Product / Service —
- Installation
- Repair
- Training
- SPARE Parts

Support Activities

Procurement

Procurement refers to the activities involved in acquiring the resources an organization needs.

It refers to how the resources and raw materials for a product or service are sourced and how suppliers are found.

is not about the actual resources or materials themselves, but rather about the processes and activities involved in procuring these resources

It is closely related to inbound logistics and operations

Technology Development

Technology development refers to all the software, equipment, hardware, procedures, and technical expertise that are used in the transformation of raw materials into finished products or services.

May be Related to

- Product
- Process
- Particular Resource

Human Resource Management

- Important Area
- Transcends all Primary Activities
- Includes, Recruiting, Managing, training, Developing, Rewarding the Human Resource

Infrastructure

- Activities Related to
  - Planning
  - Finance
  - Legal
  - Accounting
  - Quality Assurance
  - Information Mgt.

- Crucial Support to Primary Activities
- Infrastructure also includes culture of Organisation

Value Creation

— usefulness —

" worth "

- Process by which value is added to Product, Service, overall Business

- Gives Competitive Advantage (CA)

- CA ⟶ superior Profitability

- How Profitable a Company becomes depends on

  ① — Value Customer places on Product

  ↳ • Reflects utility, satisfaction Happiness

  Function of Attributes of Product

  - — Performance
  - — Design
  - — Quality
  - — Sales exp
  - — After sales

② Price

③ Cost

Value creation is the process by which a business enhances the perceived worth of its product or service, making it more desirable to consumers. This perceived worth often exceeds the price that the business charges. As a result, consumers may perceive the product or service as offering greater benefits or satisfaction compared to what they actually pay for it

Market

Place

- where goods or services can be exchanged for a price
- maybe
    - Physical
    - virtual
- can be used in other context such as
    - Stock market stock exchange
    - Group of individuals (potential buyers)
    - For defining business or industry (global oil market)

Marketing

- wide range of operations
    - Research
    - Designing
    - Pricing
    - Promotion
    - Transportation and distribution
- categorised and explained in terms of 4Ps
    - Product
    - Price
    - Place
    - Promotion
- GOALS
    - helps in identifying customer need,
    - meeting their demands
    - delivering satisfaction
    - Establishing and maintaining relationships with customer.

Customer

- who buys goods or services
- Provide revenue, which is essential for existence
- Business compete for customers by
    - Marketing aggressively
    - Reducing Prices.
- customer and consumer are frequently used interchangeably
- Thin distinction is there.
    - consumers are the end_users of the product or service.
    - customer: A customer is an individual or entity that purchases the product or service. This does not necessarily mean they are the end_user. For instance, a parent who buys a toy is the customer, but the child who plays with the toy is the consumer.
- Business routinely research
    - characteristics of their customers
    - To find their marketing strategies and
    - Adjust inventory levels
- customers are frequently categorized
    - on demographics
        - Like age, income, et cetera, to develop a perfect customer profile

customer analysis

Essential marketing component of strategic business plan

Identifying target customers, determining their wants and defining how product will meet those wants

customer analysis includes

1. The administration of customer surveys
2. The study of consumer data
3. Evaluation of market positioning strategies
4. Develop development of customer profiles and
5. The selection of the best market segmentation techniques

understanding consumer needs involves information from various parties like buyers, sellers, and creditors

Customer Behaviour

- How they purchase products
- Examine elements of behaviour (frequency, preference, perception)
  - Help in effective communication with customer
  - Establish effective marketing strategies
  - Providing products for their needs
  - Retain customers for repeat sales

Things that influence customer behaviour

1. External influences
   - Advertisement, Peer recommendation, Social norms,
   - direct impact on decision making
   - can be divided into two parts, companies, marketing effort, and environmental element.
2. Internal influences
   - Psychological factors
   - Example _Motivation and attitudes
3. Decision making
   - Gather information, check pros cons integrate with prior knowledge and then take decision
   - Stages of decision making
     - Problem recognition
     - Search for desirable alternative alternative
     - Seeking information on available alternatives and comparing their pros and cons
     - Make a final choice
   - More common for significant purchases in comparison to casual choices, like ice cream, et cetera
4. Post decision processes
   - Evaluate satisfaction,
   - happy customer likely to purchase and recommend
   - dissatisfied, won't repeat or recommend